Amendments to the Specification

Please replace the paragraph beginning on page 4, line 2 as follows:

The present invention addresses the ~~abovementioned~~ <u>above mentioned</u> need to limit content delivery by providing a method for limiting the content delivery to individual recipients, comprising: (1) a method for recording statistical data regarding particular content that has been delivered to an individual recipient; (2) a method for making and executing a frequency capping decision, and (3) a method for delivering alternate content in case a recipient should not receive the original content.

Please replace the paragraph beginning on page 4, line 10 as follows:

In order to limit the number of times a particular content is delivered to an individual recipient it must be recorded how many times that content was received by that recipient. Other or similar data for making a determination on the limiting of content delivery can be recorded in place <u>of</u> or in addition to that <u>content</u>. The relevant information can either be stored by the recipient, or the ad server can store it. In a preferred embodiment the "cookie" mechanism can be used to store information on the recipient browser. The "cookie" mechanism, mentioned earlier, allows a content server to send data back to the browser together with content that it delivered. The browser will store that data and return it to the server on subsequent requests for content.

Please replace the paragraph beginning on page 4, line 18 as follows:

These "cookies" can be used to either store the statistical data directly in the recipient's browser, or it can be used to store a unique identifier, which is used on the ad server to associate that browser with data stored on the ad server. When a browser requests content from the ad server the very first time it will not have any "cookie" data yet to send along with the request. The ad server can then‚ after detecting the lack of "cookie" data‚ send back either a unique

identifier or the statistical data, such as the information that the requested content was requested one time. On subsequent requests for that content either the unique identifier [[send]] sent with the request as "cookie" data is used to retrieve the statistical data stored on the server for that browser, or updated "cookie" data is returned such as an incremented impression count for that content. Note that in the "cookie" mechanism the data is sent back to [[that]] the server[[,]] that [[send]] sent the data earlier along with content[[,]] independent of the publisher that refers to that content within a web page. Therefore, the "cookie" mechanism is independent of publisher or domain name boundaries.

Please replace the paragraph beginning on page 5, line 9 as follows:

Also note that the ad server may not only track impressions of particular individual content, but also may track the impressions of a particular group of content, called a campaign. As an example, the 2nd impression of content (X) for a particular visitor may be that visitor's 5th impression of the campaign (Y) to which content (X) belongs. This allows [[then]] limiting content delivery not only by particular content, but also by campaigns. In addition, there are many other methods, systems, definitions or algorithms that could be applied to a set of content for the purpose of deciding whether or not content should be delivered to an individual recipient. Also the recipients may be grouped by any criteria. In the spirit of this invention any mechanism or information for making the decision on whether or not to limit the content delivery may be used.

Please replace the paragraph beginning on page 6, line 1 as follows:

If it is determined that a particular content should not be delivered anymore to a particular recipient, alternate content is most likely required to fill [[in]] the advertising void created. The present invention desires to offer the limiting of content delivery as a 3rd party service with the least possible required cooperation by a web site publisher. Therefore, this determination about which content to deliver - the original or the alternate one - should be made by the 3rd

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party service. In addition, while this determination may be possible by the web site publisher with respect to impressions served by that publisher, the publisher would not be able to determine how many times the content was delivered by other publishers.

Please replace the paragraph beginning on page 6, line 15 as follows:

What the alternate content should be can in most cases not be known by the ad server. The web site publisher would most likely desire to provide alternate content. Also the publisher would want the ability to determine dynamically at the time it is needed what the alternate content should be. Therefore, a mechanism is required that allows the publisher to specify the alternate content. This can be achieved by using programming code that is executed by a visitor's browser. Instead of delivering content, directly, programming code is delivered that when executed on a visitor's browser will load and embed content into the web page. When a publisher refers to the ad server content within a web page it also adds programming code that defines the location of "alternate programming code". This could be achieved by setting a [[,]] specific programming variable to the location (URL) of the alternate programming code. The ad server has [[then]] the ~~options~~ option of delivering two types of programming code. For the first case, the programming code ~~would load~~ loads and ~~embed~~ embeds the original content when executed on a visitor's browser. In the second case, the programming code ~~would load~~ loads and ~~execute~~ executes the alternate programming code specified in the programming variable defined by the publisher.

Please replace the paragraph beginning on page 7, line 12 as follows:

When the browser requests the javascript file from the ad server, "cookie" data is ~~send~~ sent along with that request. Using this data the server can decide to return one of 2 possible responses:

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Please replace the paragraph beginning on page 9, line 3 with the following two paragraphs as follows:

Using client-side programming it is possible to access "cookie" data from within the browser. However the cookie data that is available is associated with the publisher's domain, not with the domain of the ad server. For client-side programming the domain of the embedding web page is relevant, not the domain of the server that delivered the embedded programming code. In other words, the "cookie" data set by the ad server is not available in client-side programming. Therefore, if it is on the client side where the frequency capping should be decided, the data relevant for that decision must be retrieved from the ad server. There are several options for retrieving that data.

It is possible to load content from the ad server that will either contain the relevant data for making the decision or the decision may already be contained in the data. One possibility is to embed another programming code, which is retrieved from the ad server. When the request for, that programming code is received the ad server can access "cookie" data and return that data, back to the client in form of programming code, for example by setting programming variables. Or the "cookie" data can be used to make a decision and return that decision also by setting a programming variable to a particular value. Also, the programming code may call different programming functions defined in the embedding code or call functions with different parameters to define data or convey a decision. In addition, the content loaded from the ad server can be an object with properties that are available to the client programming code, such that these object properties can be used to convey a message from the ad server to the client programming code. An example of this would be an image object with specific dimensions, such that a short message is encoded into the dimensions dynamically by the ad server.

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Please replace the paragraph beginning on page 11, line 11 as follows:

One issue of method (B) should be described in more detail. It relates to making content delivery highly available as well as the way content can be embedded into a web page using client side programming code. It was described for method (B) that [[a]] client side decision-making might be desirable where the content is not delivered by the ad server directly. Content is sometimes served by other entities such as content serving networks, which, offer a highly reliable and redundant network of servers for serving content. Using such a network for content serving has many advantages as it increases the performance of serving [[for]] the end user and adds redundancy to the serving process that makes the content delivery virtually failsafe. Due to these advantages, a 3rd party content provider may want to serve its content through such a network. This would then make the implementation of method (A) impossible without compromising the redundancy gained through using the serving network, if the serving network does not dynamically make the decisions on what response to deliver on behalf of the ad server. If the location of the content or programming code would point to the ad server directly rather than the serving network, the redundancy of that network would be compromised since a failure of the ad server would prevent the content from being delivered. Due to this, method (B) may be chosen over method (A). However, since also in method (B) programming code must be requested directly from the ad server to retrieve data, and therefore depends on the availability of the ad server, method (B) will in practice only be useful if it also offers a solution for the case that the ad server is temporarily unavailable.

Please replace the paragraph beginning on page 12, line 11 as follows:

This can be achieved with a timeout mechanism. The timeout would run while the content used for making the decision is being requested from the ad server. If the content is retrieved, the timeout is aborted. If the timeout runs out

before the content is retrieved, the content loading is aborted and a default action is taken, such as loading and embedding the original content, is taken. This addition to method (B) offers a solution for limiting content delivery while using a serving network for content delivery.